

Industry MARCH 2020 TRENDS



Need a place to start? The ISA Sign Expo Innovation Awards highlight the most groundbreaking products in a number of categories. Make sure to visit each of the winners to see what a panel of experts has deemed to be gamechangers. But don't ignore the complete list of participants, either.



THE INTERNATIONAL SIGN ASSOCIATION

ISA Sign Expo 2020: 3 Things to Do Before You Go

ISA International Sign Expo™ 2020 is just around the corner. By now, perhaps the hotel has been booked and travel arrangements completed. Still, there are other tasks that can help you make the most of a few days in Florida—and ensure you leave with action strategies to grow your company and your career in 2020.

What else should you do before arriving?

1. Explore education sessions and focus on ones that provide insight into new business opportunities or solve career challenges.

With dozens of courses to choose from—segmented into areas like design, marketing, print and technology—there are plenty that can solve *your* biggest challenges. The industry's leading experts will be on hand to answer questions, provide information and inspire you to push forward.

Make sure to check out the lineup of pre-conference sessions. These day-long and half-day intensives can supercharge your growth.

The *Business Boot Camp for Wrap Professionals* by Avery Dennison features Justin Pate of The Wrap Institute and John Duever of Vinyl Images and Design, explaining insider tips on running a wrap business. The Business Boot Camp is entirely geared toward creating clear communication channels, facilitating growth by streamlining workflow and increasing profits.

The *Strategic Business Management* session with Wayne Peterson of Black Canyon Group, Inc. will leave you equipped with actionable knowledge and insight you can use to lead your business through today's ever-changing environment of new competitors and challenges. Gain the tools to tailor a business development process to your company and your specific customer segments, along with a plan for implementation and the know-how and resources to build it.



In *Finding Success with Wide Format Print*, presenter Bill Farquharson of Aspire For will explain the opportunities that exist in wide-format printing. Participants will gain an understanding of the opportunity and where the applications lie in order to take advantage and bring an additional revenue stream to your business. This half-day workshop is a must if you are considering expansion into the world of wide format.

Developing Exemplary Project Management Teams with Karen Vanhoy of Atlas is an interactive and hands-on workshop where participants can learn how communication styles can impact projects; how to create a motivating team atmosphere; how to identify project risks; and how to minimize project threats and potential issues. Leave with the tools and resources you need to propel your team to success.

Check out all the education sessions, presented by FDC, at www.signexpo.org/education. And be sure to save some space in your calendar for the FREE education sessions on the tradeshow floor in the Lounge & Learn area. See the full schedule at www.signexpo.org/lounge_learn.

2. Set meetings with vendors in advance.

It can be great to reconnect with existing vendors to see their new products. But be sure to make time to meet new ones, too. Search the list of exhibitors at <https://www.signexpo.org/tradeshow/floorplan-exhibitor-list>. You can email the exhibitors to schedule appointments directly from that page, too.

Need a place to start? The ISA Sign Expo Innovation Awards highlight the most groundbreaking products in a number of categories. Make sure to visit each of the winners to see what a panel of experts has deemed to be gamechangers. But don't ignore the complete list of participants, either. It's a great way to see the hottest new products in the sign, graphics and visual communications industry. Learn more at www.signexpo.org/innovation-awards.

3. Make time to connect.

With thousands of sign, graphics and visual communications professionals in one place, that next business deal might be right around the corner.

The ISA Networking Reception for National and Custom Sign Companies puts installers and local sign companies face to face with nationals who need subcontractors. This year, pre-registration is required. Learn more at <https://www.signexpo.org/networking>

Women can make important connections at the Women Leading the Industry events. Learn more at <https://www.signexpo.org/womenleading>.

Everyone with an ISA Sign Expo badge is welcome at ISA Rocks: THE Industry Party. It is Thursday night at BB King's.

The ISA Lounge closes out each afternoon on the tradeshow floor with free beer during the last hour. There also is a cash bar each afternoon the tradeshow is open.

4. Finally, Spend a few seconds on these tasks.

- **Download** the ISA Sign Expo mobile app at <https://www.signexpo.org/mobileapp>.
- **Check out** the "Know Before You Go" webinar on Wednesday, March 4. This free webinar will give a good overview of the event. Register at <https://www.signexpo.org/attend/know-before-you-go-webinar>

ISA International Sign Expo 2020 will be April 2-4 at the Orange County Convention Center in Orlando, Florida. Pre-conference events are April 1.

Learn more at www.signexpo.org.